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**US Organic and Natural Products Export Initiative  
CHFA Expo East  
September 25 & 26, 2004  
Metro Toronto Convention Centre, Toronto, Ontario**

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- Recent survey indicates over 44% of Canadian buyers interested in organic food products attend this show
- More than 50% attend trade shows in Canada to resource and research new organic products
- 39% of the respondents are currently importing organic products directly from the United States
- Consumer demand for organic and healthy products has increased 15% per year for the past 10 years according to Canadian government studies



Sponsored by



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The Colorado and Montana Departments of Agriculture and Wyoming Business Council, in cooperation with the Western U.S. Agricultural Trade Association (WUSATA), are coordinating participation in the US Organic and Natural Trade Initiative Booth at the CHFA (Canadian Health Food Association) Expo East Show. This is an excellent opportunity for Western states food producers and companies to participate in the growing organic, natural and health food market in Canada.

- **The US Organic and Natural Products Export Initiative Booth will be a 10' x 30' space featuring information and product display.**
- **Participation fees depend on level of participation; see following page.**
- **Participating companies/products, other than new-to-market showcase items, must comply with current Canadian regulations.**

Best prospects are organic dried vegetables and fruits for the food processing industry, organic snacks, organic ingredients for baby food, organic and natural convenience foods and ready-meals.

Other suitable products include, but are not limited to: consumer packaged organic products, organic and natural ingredients, and packaged organic and natural products.

**Levels of Participation:**

**Product Showcase:** Company provides product and promotional materials, contact information; and is responsible for shipping costs. Booth managers will collect inquiries and forward post-event. Space available for 8 new-to-market products.

**Showcase Fee: \$100.00**

**Half-Booth:** 5'x10' space with locking storage cupboard and electrical outlet, 8'draped back wall, 3' draped sidewalls, and carpeting. For additional furnishings, contact activity manager. Exhibitors are expected to provide signage, promotional materials, product, product for sampling (if applicable), and all necessary equipment for sampling, the cost of shipping product, and travel expenses. A full exhibitor kit will be sent out upon receipt of payment for booth space. 4 spaces are available.

**Half-Booth Fee: \$325.00**, 50% discount

Please contact Sarah Goan at the Montana Department of Agriculture at (406) 444-2402 or by email at [sgoan@state.mt.us](mailto:sgoan@state.mt.us) for more information.

**Booth space will be allocated on a first-come, first-served basis. If you are interested in registering for this activity, please complete and return the attached reservation form with payment ASAP.**

**WUSATA Branded Program funds are available to small companies that qualify. Branded Program participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification is mandatory. Please contact WUSATA for further details.**

**Phone: 360-693-3373**

*WUSATA prohibits discrimination in employment and services. Persons with disabilities, who require alternative means for communications of program information or to request our full non-discrimination policy, please contact us at 360-693-3373*



**Trade Show Reservation Form**  
**US Organic and Natural Food Products**  
**Initiative – CHFA Expo East**

September 25 & 26, 2004, Metro Toronto Convention Centre, Toronto, Ontario

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Company Participating: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Products Exhibiting: \_\_\_\_\_  
Special Conditions: \_\_\_\_\_

**Level of Participation:**

- |  |   |
|--|---|
| <input type="checkbox"/> <b>\$100.00</b> | <b>Showcase, new-to-market products</b> |
| <input type="checkbox"/> <b>\$325.00</b> | <b>10'X5' Half Booth, 50% discount</b>  |

Please make checks payable to **WUSATA** and send with original registration form to:

JANET KENEFSKY  
GENERIC PROGRAM MANAGER  
WUSATA  
4601 N.E. 77<sup>TH</sup> AVENUE  
SUITE 200  
VANCOUVER, WA 98662  
AMBD, Montana Dept of Agriculture

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***Please fax this form and a photocopy of your check to:***  
**406-444-9442, ATTN: SARAH GOAN**  
**DEADLINE: AUGUST 16, 2004**

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**Authorized Signature**

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**Printed Name**

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**Date**

**PLEASE NOTE:** Booth assignments will be on a first -come, first-served basis. Booth assignments will be determined upon receipt of application and payment. Shipping instructions will be sent out to qualifying companies.